

SPECTRUM AWARDS

FOR THE BEST IN BROADCASTING

RULES

1. The Spectrum Awards competition is open to all IBA Member and FCC-licensed radio and television stations in Indiana. All entries must have been produced and broadcast between August 1, 2024 to July 31, 2025.
2. All entries must be produced by the station. Entries may not be produced with outside advertising or production agency equipment, assistance or direction.
3. Entries are limited to three (3) per station in each category.
4. In 2025, entry costs are reduced to \$20 per Spectrum Awards entry.



**ALL ENTRIES ARE DUE
BY THURSDAY AT 11:59 PM
July 31, 2025**

INSTRUCTIONS FOR SUBMISSIONS

- After submitting payment for your entries on IndianaBroadcasters.org you will be redirected to Rock Our Awards to upload your entries.
- Acceptable file types for entries include: .png, .gif, .jpg, .mp3, .mp4, .avi, .mov, .wmv, .doc and .pdf.
- Video submissions must be submitted via link on YouTube or Vimeo. **Videos must be available for viewing and download in order to be considered a valid entry.**

MARKET DEFINITIONS

Market is defined by the size of the market your station serves. Simulcast stations can enter only in the largest market they serve.

Radio	
Market 1	Indianapolis Metro Area, Evansville, Fort Wayne, South Bend
Market 2	All Other Markets
Television	
Market 1	Indianapolis Metro Area
Market 2	All Other Markets

ADVICE FROM THE JUDGES

- Content and presentation are being judged. Make sure to take the time to properly edit your entries.
- Showing what you do for your communities is key to a winning entry.
- Let the judges see what your station has accomplished by including images, video, and audio whenever possible.
- Our judging team is from outside Indiana. Don't assume they understand the context for your entry. If your entry needs explanation, make sure you have a voice-over introduction or written introduction.



If you have any questions or concerns please contact us via email:
admin@indianabroadcasters.org

2025 IBA Spectrum Awards Categories

RADIO CATEGORIES:

1. Radio Station of the Year

No submissions are required in this category. Beginning in 2025, Station of the Year will be calculated on the following formula: One point is awarded for each category your station enters. If a station enters a given category the maximum of 3 times you will still only receive 1 point per category. Five points are awarded for each third-place result. Ten points are awarded for each second-place result. And each first-place result will be awarded fifteen points. In the event of a tie, the station with the most highest placing awards will be awarded Station of the Year. If a tie remains, the station who placed highest in the Local Community Impact will be awarded Station of the Year.

2. Best “Pro-Radio” Industry Imaging Award

Radio as a medium should be promoted to audiences for its effectiveness and reach. Entries in this category show how the power of radio can be used as a valuable and impactful marketing medium. Entries should showcase the unique “pro-radio” advantages and strengths of radio broadcasting itself (not an advertiser’s specific product or service) and the entry should emphasize radio’s ability to reach and engage audiences in a meaningful and effective way. This accolade recognizes the outstanding efforts of radio stations to drive marketing success and connect businesses with their target audiences. (Submission should be no more than 5 minutes in length.)

3. Best Radio Broadcast Personality or Team

Audio samples of on-air work from an individual or a group of people for news, entertainment, or sports – but not sports play-by-play. (Submission should be no more than 5 minutes in length.)

4. Best Radio Newscast

Beginning with the 2025 Spectrum Awards, the IBA selected a “Contest Day” so that all newscast submissions will be drawn from the same day. The date that has been selected is **Friday, June 6**. Locally originated newscasts will be judged on presentation, production values, interest of stories presented and overall impact of the newscast. You may submit up to three entries but they must be from different times of the day. Please do not edit multiple versions of the same newscast. (Submissions should be no more than 5 minutes in length.)

5. Best Radio General News Story

Designed to honor the work of a general assignment reporter, this includes coverage of a single news story, gathered and aired in the same day. This category does not include spot news, investigative, or feature stories. (No more than 5 minutes in length.)



6. Non-Commercial Radio Program of the Year

A stand-alone radio program, or a show produced by a non-commercial radio station as part of an ongoing series. Evaluation will be based on creativity, imagination, substance, and production quality. Regularly scheduled newscasts are not eligible in this category. (Edited submission should be limited to no more than 5 minutes in length.)

7. Best Radio Investigative Reporting

Coverage of a single story or series of stories that required in-depth, original research and discovers new findings to enhance the public’s understanding of an issue or event. (Submission should be no more than 5 minutes in length.)

2025 IBA Spectrum Awards Categories

RADIO CATEGORIES *(continued)*:

8. Best Radio Sports Show or Sports Story

Best locally-originated regularly scheduled sports show or sports story segment. Criteria: presentation, production values, and variety of stories presented. (Submission should be no more than 5 minutes in length.)

9. Best Local Radio Sports Play-by-Play Coverage

Best locally originated play-by-play coverage of high school sports broadcast. (Submission should be no more than 5 minutes in length.)

10. Best Radio Local Community Impact

This category involves only one subject and may be any public service announcement locally produced by the station, a public service activity coordinated by the station, or any form of gratis community outreach that is a public service of the station to serve its local community. Submit any recorded promos along with any supporting promotional materials such as photos of events or website link to highlight the station's involvement. (Submission should be no more than 5 minutes in length and include written materials.)



11. Best Radio Station Digital Media Presence

Social media and station websites can be excellent ways for a station to further amplify its daily broadcasts, to strengthen connections with viewers and listeners. Entrants in this category should provide a video explaining how the station uses digital media. Submission should also include a summary of analytics and results, links to successful posts and videos, and other elements that demonstrate how the station best uses digital media tools. Judges will evaluate audience engagement and station creativity on digital platforms. Content must be maintained by station personnel. (Submission should be no more than 3 minutes in length.)

12. Best Individual Radio Commercial

A single commercial that persuades the listener to do or believe something about the client or product. This may be any commercial announcement written and produced by station personnel. May not include announcements produced with outside advertising or production agency assistance or direction. (Submission should be no more than 1 minute in length.)

13. Best Radio Advertising Promotional Campaign

Stations may submit edited audio (and video, if relevant) depicting a station-produced campaign for a local client. Explanatory narratives should be no more than 150 words. Produced spots, live reads, digital media, remotes, and other supporting elements will be considered. (Submission should be no more than 5 minutes in length.)

14. Best Radio Election Coverage (November 2024)

Entries may include a single story or collection of stories related to coverage of local, state or national political races or issues during the campaign cycle. Content must have been generated to inform about the November 2024 election. (Edited submission should be no more than 5 minutes in length.)

2025 IBA Spectrum Awards Categories

TELEVISION CATEGORIES:

1. TV Station of the Year

No submissions are required in this category. Beginning in 2025, Station of the Year will be calculated on the following formula: One point is awarded for each category your station enters. If a station enters a given category the maximum of 3 times you will still only receive 1 point per category. Five points are awarded for each third-place result. Ten points are awarded for each second-place result. And each first-place result will be awarded fifteen points. In the event of a tie, the station with the most highest placing awards will be awarded Station of the Year. If a tie remains, the station who placed highest in the Local Community Impact category will be awarded Station of the Year.

2. Best “Pro-Television” Industry Imaging Award

Television as a medium should be promoted to audiences for its effectiveness and reach. Entries in this category show how the power of TV can be used as a valuable and impactful marketing medium. Entries should showcase the unique “pro-TV” advantages and strengths of TV broadcasting itself (not an advertiser’s specific product or service) and the entry should emphasize TV’s ability to reach and engage audiences in a meaningful and effective way. This accolade recognizes the outstanding efforts of TV stations to drive marketing success and connect businesses with their target audiences. (Submission should be no more than 5 minutes in length.)

3. Best TV Newscast

Beginning with the 2025 Spectrum Awards, the IBA selected a “Contest Day” so that all newscast submissions will be drawn from the same day. The date that has been selected is **Friday, June 6**. Locally originated newscasts will be judged on presentation, production values, interest of stories presented and overall impact of the full newscast. (Submissions should be no more than 5 minutes in length.)

4. Best TV News Feature

A single report that aired in a newscast as relief or contrast to other news reporting, or a long form program. Criteria: Shot in Indiana on an Indiana subject; human interest subject portrayal, creative writing, entertainment value, effective use of medium with audio, video, and editing. (Submission should be no more than 5 minutes in length.)



5. Non-Commercial Television Program of the Year

A stand-alone TV program, or one produced by a non-commercial station as part of an ongoing series. Evaluation will be based on creativity, imagination, substance, and production quality. Regularly scheduled newscasts or newscast series are not eligible in this category. (Edited submission should be no more than 5 minutes in length.)

6. Best TV Investigative Reporting

Coverage of a single story or series of stories that required in-depth, original research and discovers new findings to enhance the public’s understanding of an issue or event. (Submission should be no more than 5 minutes in length.)

7. Multimedia Journalist of the Year

Recognizes the hard work of an individual who produces much of his or her own work. A compilation clip of 3-5 events showing applicant’s best work should be submitted. Criteria include creativity, continuity, and technical production. Entries should not be the work of the station’s investigative journalism unit. (Submission should be no more than 5 minutes in length.)

2025 IBA Spectrum Awards Categories

TELEVISION CATEGORIES *(continued)*:

8. Best TV Weather Coverage

A locally originated, regularly scheduled weather broadcast. Criteria includes: clear presentation of facts, delivery/communication skills, and effective use of available technology to enhance audience understanding. (Submission should be no more than 5 minutes in length.)



9. Television Weathercaster of the Year

A composite of live work by a TV weather anchor. Entries should demonstrate the weathercaster's ability to present weather and give a clear, concise, on-the-air report. Judges will consider writing and language skills as well as production ability. (Edited entry should be no more than 5 minutes in length.)

10. Best TV Sports Show

Best locally originated regularly scheduled sportscast of a weekly sports program, Friday night high school show or Sunday night weekly wrap-up show. Criteria: presentation, production values, and variety of stories presented. (Submission should be no more than 10 minutes in length.)

11. Best TV Local Community Impact

The category involves only one subject and may be any public service announcement locally produced by the station, a public service activity coordinated by the station, or any form of gratis community outreach that is a public service of the station to serve its local community. Submit recordings of any promos along with any supporting promotional materials such as photos of events or website to highlight the station's involvement. (Submission should be no more than 5 minutes in length and include written materials.)



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